

TIME



BRAND MARKETERS' CREATIVE SUMMIT

A 2019 WRAP-UP REPORT

5 KEY LESSONS FROM THE BRAND MARKETERS' CREATIVE SUMMIT

Senior marketers gathered at the Brand Marketers' Creative Summit on June 20 at Cannes Lions to gain insights into what to prioritise in the year ahead. The full-day program of discussions and panels, supported by TIME and CBS Interactive, covered the pivotal trends shaping the way we do business and how to harness creativity more effectively to solve marketing challenges. Here, we consider the five lessons that marketers can put into practice based on the themes emerging from the day's discussions.

1

MOVE AT THE SPEED OF CULTURE

"The true scarce commodity of the future is human attention."

-Chris Garbutt, Global Chief Creative Officer at TWBA Worldwide

Brands have to make themselves part of culture—and move at the same speed. But cutting through the clutter is a significant challenge, because brands are now playing in an attention economy where they have to shift from buying attention to earning attention.

There's a difference between reaching people en masse, and actually making an emotional connection with them. "In this era of unprecedented data and the ability to reach people in an instant," said Chris Garbutt, the Global Chief Creative Officer at TWBA Worldwide, "creativity is more important than ever."

How can brands compete and adapt to a constant barrage of new trends? Garbutt said they have to be brave: pushing boundaries, innovating the way they do things, and growing their business in new directions.

One example of that bravery was [Apple's HomePod advert](#) in March 2018, a four-minute video featuring FKA twigs dancing to a song by Anderson Paak. Apple commissioned the Oscar-winning director Spike Jonze to create the advert, which received a huge amount of praise on social media. The priority was to find the human concept behind the product: to reinterpret and capture the feeling of how music expands your world and sets you free from the constraints of modern life. This piece of work, Garbutt said, can't just be defined as an advert; it's at the intersection of art and commerce.

2

TAKE THE STARTUP APPROACH

"The only possible dream is to try and change the world. Is your product doing that?"

-Pedro Earp, Chief Marketing and ZX Ventures Officer at Anheuser-Busch InBev

The day big organisations learn to innovate like start-ups, half of Silicon Valley is gone, argues AB InBev's Pedro Earp. He argues that big organisations should be the ones leading the change, yet they aren't.

"What would the world miss if your brand didn't exist?" he asks. For him, there's a key difference between a social cause, and a purpose. "Purpose is how your product is changing consumers' lives on a daily basis." Essential to Earp's vision is to make sure that companies are committed to a vision and purpose, but are flexible on the product that delivers it.

3

REINVENT THE CRAFT OF MARKETING

"True craftsmanship is not only about art but more importantly also a science."

-SY Lau, Senior Executive Vice President, Chairman of Group Marketing and Global Branding at Tencent

Industry leaders might be doing marketing in a digital age, but that doesn't mean it needs to be cold. It's essential to harness technology to create exciting, tailor-made campaigns, "Bring back marketing as an engine for growth," said Mathilde Delhoume at LVMH. She referred to Ridley Scott's rich four-minute film for Hennessy earlier this year that brought to life the seven flavour notes said to be found in Hennessy — drawing on Scott's sci-fi work.

Tencent's SY Lau agreed that marketing needs to be an innovative art form that incorporates not only creativity but science too. He discussed how much the West can learn from China on this. "There's nowhere else on earth today whereby the digital marketing is as diverse, challenging, dynamic and daunting compared to the markets of China," he told the audience.

4

ELIMINATE HATEFUL AND DANGEROUS CONTENT ONLINE

"Freedom of speech is a right, but civility is a responsibility."
-Marc Pritchard, Chief Brand Officer at P&G

At the Summit, company leaders agreed that brands need to be a force for good for society, as well as a force for industry growth. They have to get better at incorporating sustainability and diversity initiatives in a way that is organic to the brand, expanding beyond client-facing marketing campaigns to the people they hire behind the scene.

Mars Inc's Jane Wakely discussed several feminist campaigns, including #SeeHer (which aims to accurately portray women and girls in the media), Free the Bid (a non-profit advocating on behalf of women directors in advertising film and television) and #Unstereotype Alliance, a platform hoping to eradicate harmful gender-based stereotypes in media and advertising.

Responsible media also extends to the dangerous, hate-filled comments and misinformation online. The goal for the Cannes Lions CMO Growth Council is to have 2,000 brands, representing \$100 billion in ad spending, join together to take action to improve the health of the media ecosystem. Rather than just cut spending from these big platforms — which for an individual brand might amount to less than 3% of their spending and therefore have a minimal impact — P&G's Marc Pritchard argues that brands need to speak publicly about what they expect.

"Freedom of speech is a right, but civility is a responsibility," he said. The marketing community can collectively push for action: to say they expect to control comments, to control content quality, and to eliminate fake news. On June 18, a Global Alliance for Responsible Media, including P&G, Unilever L'Oréal and Mars, was set up — also including the major platforms and media companies. In 2020, their goal is to reshape the industry ecosystem to remove this hateful content.

5

MARKET MARKETING

"The problem is that marketing is no longer the top choice for talent out of schools."
-Alicia Hatch, Chief Marketing Officer at Deloitte Digital

"Marketing has to be ready to innovate and has to be ready for change."

Julia Goldin, Chief Marketing Officer at LEGO Group

Talent needs to be a priority. Marketing is no longer considered a top career choice, making the industry less attractive for the brightest minds. "We've got the shiny objects of technology and the promise of start-ups, and all of a sudden, marketing has fallen behind," said Deloitte Digital's Alicia Hatch. Part of the problem is that people often don't understand what marketing involves.

To retain talent, the industry must show how marketing integrates into all facets of a successful business, and how it develops creativity, leadership and strategic thinking. "I need people with the competency to think about the holistic consumer experience," said LEGO Group's Julia Goldin. Marketers are like conductors—with a wide range of skills, coordinating sectors of a company, and bringing work to life for consumers.

It's also essential to create clear career paths for those entering the world of marketing — and defined, global standards that would include marketing certifications and training. To reach younger people, even while still at high school, marketers have to do a better job of showing marketing is an exciting, innovative career to pursue.

